FYI

PHILIP MORRIS
MANAGEMENT CORP.
CORPORATE AFFAIRS DEPARTMENT

Patsy file.

Friday, June 8, 1990

Contact: S. SARRO, Ext. 3454

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THE POST-STANDARD

Friday, June 8, 1990

RESPONSE

Goodman Really Is a Patsy

Column Was Example Of Laziness and Coziness

By GUY L. SMITH

TO: Ellen Goodman, columnist, Boston Globe.

Dear Patsy:

Many thanks for your column, written as a letter to me, replying to a speech I delivered at the Media Institute in Washington. That was the speech in which I charged that some of the press practice "double-standard journalism," skepticism not just toward the tobacco industry but toward business in general, and unquestioning acceptance of business' critics.

I loved reading your column. It was a perfect example of what I was talking about.

You asked why I didn't talk to the Media Institute about the dangers of cigarette smoking. Well, you

(Cont'd)

THE NEW YORK TIMES, FRIDAY, JUNE 8, 1990

New York Stock Exchange Issues

CONSOLIDATED TRADING / THURSDAY, JUNE 7, 1990

52-Week High	52-Week Low	Stock	Div	Yld %	PE Ratio	Sales 100s	High	Low	Last	Chg
97	88½	PhE pfK	9.50	10.2	...	z100	93	93	93	+ ½
80½	72½	PhE pfI	7.75	10.3	...	z110	75	74¼	75	+ ½
15	12¾	PhilSub	1.00	7.2	13	7	14	13⅞	13⅞	− ⅛
45½	33⅜	PhilMr s	1.37	3.1	13	22795	45½	44¾	44⅞	
25¼	12¾	PhilBin	.60	3.5	...	8370	17½	17¼	17¼	− ⅛
25¼	16¾	PhilGl	1.03e	5.7	7	1854	18¼	18	18⅛	−
30⅛	21⅛	PhilPet	1.00	3.7	30	2850	26¾	26⅜	26¾	+ ½

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

(Cont'd)

weren't there, and I gather you didn't bother to call anyone who was. The issue did come up in the question and answer session following the address. I said that there is a statistical association between smoking and certain diseases — which means that smoking is a risk factor for those diseases.

The fact that you didn't bother to make a simple phone call to check out a simple fact illustrates just the point I was making about double-standard journalism. It is a product of "laziness and coziness."

You apparently did bother to read the prepared text of the address, so you may remember that I was speaking about more than tobacco — although tobacco was all you talked about in your column.

For instance, I mentioned the charge that, by the time a child grows up, he or she sees 100,000 beer commercials on television. Without a second thought, the press has bought this "statistic" from beer industry critics. It is now Exhibit A in the drive to get beer commercials off the air.

So let's give it a second thought. From 2 to 16 years old is 5,840 days. To see 100,000 beer commercials in that time, a child would have to see 17 a day. That would take between five and 14 hours of daily viewing, depending on how determined the child was to find beer commercials.

Preposterous? You bet. But that's just the kind of "scientific finding" that the press chug-a-lugs down time and again.

Remember the decade-long study of 13,000 men at risk of heart disease that my speech mentioned? With the help of researchers, half the men cut the cholesterol in their diet, quit smoking, and in some cases took drugs to lower blood pressure. The other half were left to their own devices. The result: Yes, heart attacks went down in the group that got special treatment, but other forms of heart disease went up and overall death rates were not noticeably different.

The sponsoring government agency had sunk millions into the study. No wonder its director went around trumpeting that this monumental effort had shown "what we have been saying all along about cigarettes, cholesterol and health." The trouble was, other scientists, including the director of the technological assessment group at the Harvard School of Public Health, said it showed no such thing.

Is it coming back to you, Ellen, what I meant when I talked about science-by-press-release corrupting the media?

Just recently, The New York Times ran exactly the kind of story I am concerned about. The headline was "Evidence Mounts on Passive Smoking," and the story mentioned a forthcoming Environmental Protection Agency assessment of passive smoking studies.

I mentioned in the speech that 18 of the 23 studies on which the EPA bases its preliminary conclusions found no statistically significant relationship of passive smoking to anything. The other five were conducted in countries where lifestyles are very different from the United States and didn't adequately take into account lifestyle or income level or any other possible factors. No less a journalist than the New Republic's Fred Barnes said, on the McLaughlin Group, "This new thing from EPA is not science, it is ideology."

But reading the Times article, you would never have guessed that there were any doubts at all. Of course, the reporter refused to interview people from our tobacco division, even though they offered to meet with him. He did, however, quote heavily from Stanton A. Glantz, Ph.D. From the article, how could a reader have known that Glantz is the longtime head of one of the nation's most rabid anti-smoking groups? I think it is being too charitable to assume that the Times reporter was unconscious of this.

Ellen, maybe you missed it, but I said in the speech that "I am not suggesting that the media become patsies of business." I am just asking that industry's critics get the same treatment industry gets. And I mean all industry — not just tobacco. Fine if you quote someone like Glantz, but let the readers know that his is not an unbiased voice. Give those who are criticized a chance to reply. Hold everyone you cover to the same standard of skepticism and integrity. Don't become anyone's patsy — not ours, not theirs.

So next time, Ellen, before you open fire, make that extra phone call. As I said, no more laziness, no more coziness, no more patsies.

Your Friend,
Guy

Smith is vice president for corporate affairs for Philip Morris Companies Inc. in New York City.

(ELLEN GOODMAN COLUMN, SEE PAGE 3.)

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

THE RECORD WEDNESDAY, MAY 30, 1990

Cigarette lobby blows smoke

To: Guy Smith IV, vice president of corporate affairs, Philip Morris Companies, Inc.

Dear Guy:

So sorry I missed your speech at the Media Institute in Washington last week. I loved reading it, anyway. I especially liked the part when you called reporters the "patsies" of "quack moralists" with "bogus science." Who better to give it to the press than a fella from Philip Morris, corporate sponsor of The Bill of Rights itself.

From what I read, your main complaint is that we here in the Fourth Estate are more skeptical of industry than of advocacy groups. You take us to task for believing naively in the people you call "the anti-tobacco industry's top executives."

Well, talk about naive. Until now, I didn't even know there was an anti-tobacco "industry." I thought these people were public-health advocates. What do they manufacture? "No Smoking" signs? Do their "top executives" rival Hamish Maxwell, your chairman of the board, who made $6.4 million last year?

I understand that these are tough times for someone defending tobacco, Guy. You have senators decrying the export of the little coffin nails to Asia. You have colleges dumping tobacco stocks as if they were South African gold. You have HHS's Louis Sullivan attacking vending machines that sell to kids.

. The only good news is that an Illinois man was fined for throwing coffee on a cigar smoker. Now there was a moralist!

Anyway, I appreciate the warning about being too cozy with health researchers (I mean "quack moralists") and the need to stay skeptical. You never know what these health nuts are pushing. A clean lung could be a dangerous thing.

Ellen Goodman

But frankly, Guy, until your speech, I thought the media were the patsies of the tobacco industry, not to mention its $3 billion advertising budget. What could have given me that idea? Just because the April issue of Mirabella with a hard-hitting piece against tobacco was mysteriously empty of cigarette ads?

What's amazed me even more about the media is how the tobacco industry has secured a permanent post as the other side of the argument. You know the drill: Over here, we have the entire weight of the medical world. Over there, we have the Tobacco Institute. Shazam, a balanced issue.

But what do I know? I never even realized the tobacco industry was such a passionate defender of science. The part where you attack the upcoming Environmental Protection Agency study on passive smoking was a real hummer. You seem righteously worried that the scientific arguments over passive-smoking research might be tainted by politics. Well, hush my Jesse Helms.

EPA, one of those "special interest . . . bureaucracies pushing a party line," is expected to attribute some 3,000 cancer deaths a year to passive smoking. In fact, Guy, the risks from tobacco pollution may be worse than the EPA study suggests and, in any case, greater than those of all the carcinogenic outdoor air pollutants on the EPA's list. Say, if the Philip Morris job goes sour, want to defend asbestos? Polyvinyl chlorides?

Do I sound too harsh? Hey, I agree that the press needs to be skeptical. Have we ever been had by an advocacy group? Yep. But getting a lecture on credibility from the champ of disinformation is a bit much. Guy, old buddy, in your lecture on science, skepticism, and quack morals, how come you didn't talk to my peers about cigarette smoking?

Ever since you fellas stopped featuring doctors in ads, the posture of the pushers has been that there is a controversy over cigarette smoking. The best-documented health risk is put in the same category as eating sugar or drinking caffeine.

Your pals keep telling us that nobody has *proved* cigarettes cause cancer. Four decades and tens of thousands of studies on this subject have produced no hard science. So light up, they say.

Well, in the spirit of a purely scientific debate, will you field a couple of questions from "skeptical, careful journalists"? What evidence would the tobacco companies accept as proof of the dangers of smoking? What scientific study would make your boss believe that cigarettes are harmful to health? And what would you all do if that study proved cigarettes were harmful?

"What I am saying," you admonished us, "is that in covering science and industry, no more laziness, no more coziness, and no more patsies." That's what I'm saying, too, Guy.

Love,
Patsy.

Ellen Goodman is a columnist for The Boston Globe.

(THE ABOVE ELLEN GOODMAN COLUMN, WHICH WAS ROUTED IN THE FYI, 5/30, HAS APPEARED IN SEVERAL NEWSPAPERS NATIONWIDE.)

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

Metro Region

THE BOSTON GLOBE • THURSDAY, JUNE 7, 1990

Crane linked to tobacco firms

By Frank Phillips
GLOBE STAFF

State Treasurer Robert Q. Crane, whose reluctance to endorse Gov. Dukakis' plan to divest the state of holdings in tobacco companies may block its enactment, sits on the board of a food brokerage firm that does millions of dollars in business with cigarette conglomerates.

Crane, whose office oversees a $5 billion pension fund portfolio, has a long-standing relationship with Merkert Enterprises, the nation's largest food brokerage business, which is based in Canton.

Among Merkert's clients are RJR Nabisco Inc. and Philip Morris Co., two conglomerates that own cigarette firms and food conmpanies.

Crane, who is expected to become board chairman of Merkert when he leaves office, said he sees no conflict between his job as state treasurer and his role as a board member of the food brokerage firm. He also said he did not fear any retribution from the cigarette firms for any antitobacco policy his office adopted.

"I have always been able to distinguish my duties as treasurer from any outside interest I might have," Crane said in an interview. "I am well aware of what is a conflict and the appearance of a conflict and avoided them throughout my career."

Crane, who is not seeking reelection after 26 years in office, said that if he determined there was a conflict of interest between his private and public roles, he would step aside and allow his investment committee to make the decision concerning divestment from the pension fund he controls. The three-member committee of which he is chairman also includes the state's banking commissioner, Andrew Calamare, who is appointed by Dukakis, and a member of the Boston investment community, Philip Winn.

Crane said the committee will meet on June 27 and consider the issue of divesting the fund of holdings in tobacco companies. As of April 30, the state employees pension fund that Crane oversees held $26.9 million in tobacco stocks, including $19 million in Philip Morris Co.

Crane said tobacco stocks have been among the best investments. "Our total annualized return is 34 percent over the past six years," Crane said.

Dukakis' recent decision to develop a policy that would lead to divestment of the state's tobacco holdings received a cool reaction from Crane, who said he does not favor using public investments to advance social causes. He said such a policy would be financially imprudent because of the profits gained from tobacco stocks.

Richard Daynard, a Northeastern University law professor and a leader in the national movement to get institutional investors to drop tobacco stocks, said Crane faces a conflict because the cigarette industry has a history of using its economic leverage to battle antismoking policies.

"They make it clear in endless ways that they help their friends and punish their enemies," said Daynard, an advisory board member to the Tobacco Divestment Project, a Boston-based national organization.

Crane strongly doubted he would face any retaliation and said if he did, it would have no effect on his public position. "I wouldn't even give it a thought," the treasurer said.

The tobacco industry has taken punitive actions in the past to combat antismoking campaigns. In April 1988, RJR Nabisco Inc. broke an 18-year relationship with the advertising firm of Saatchi & Saatchi DFS Compton, cancelling its $70 million-plus account with the firm because it had produced an antismoking commercial for Northwest Airlines.

A source in the food brokerage business said Merkert is immune from any threats of retaliation, even from such huge companies as RJR Nabisco or Philip Morris Co., because of its size and influence. "They are the only food broker who could handle those accounts," the source said. "Those companies have no other place to go."

Dukakis aides are researching how the administration can implement a tobacco divestment policy without seeking legislative approval.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

Los Angeles Times TUESDAY, JUNE 5, 1990

World View

The New Third World Fight Is Over Tobacco

■ Western companies eye growing market abroad to replace shrinking demand in the United States. They face opposition from local growers, health advocates in new 'Opium War.'

By DAVID HOLLEY
TIMES STAFF WRITER

BEIJING—Across East Asia and through much of the developing world, a battle is raging that some are calling a new Opium War.

Britain's victory in that 19th-Century conflict enabled its traders to continue exchanging Indian opium for Chinese tea and silk, making huge profits while devastating China.

Today's fight is over tobacco. Western firms, faced with declining demand at home, are seeking to expand overseas. But they face fierce resistance from local tobacco industries, nationalist advocates of protective farm policies and outraged anti-smoking activists.

Lines are drawn for growing political conflict within and between nations. In the United States and Europe, those opposing the trade on health and ethical grounds are sharpening their attacks on tobacco defenders. Internationally, some tobacco disputes are escalating and more are waiting to erupt.

The new Tobacco Wars sometimes reveal sparks of humor, as when leaflets passed out at a rally outside the U.S. Embassy in Bangkok, Thailand, declared: "If smokers have to die, they should die with Thai tobacco."

But the battles are mostly serious.

Approximately 500 million people alive today will die of tobacco-caused diseases, according to an estimate presented by Richard Peto, an Oxford University cancer expert, at an April conference on tobacco and health held in Australia.

The U.S. government, viewing tobacco sales as a trade issue, has weighed in on the side of the tobacco firms, using the threat of trade sanctions to force markets open in Japan, South Korea and Taiwan.

The Bush Administration is due to decide in November whether to impose punitive tariffs on Thailand for refusing to open its cigarette market to foreign brands. Before then, officials of the Geneva-based General Agreement on Tariffs and Trade will examine the issue.

The tobacco industry argues that it is only seeking fair access to existing markets, not creating new smokers overseas. Some also note that American and European cigarettes often have less tar than local brands common in developing countries.

But with each new inroad, opponents become more vocal. Opium War imagery adds power to their cause.

Taiwan's anti-smoking activist David Yen, who lost a lung to cancer in 1972, has been compared to Lin Zexu, the Qing Dynasty official who led the anti-opium campaign that touched off that long-ago conflict with England.

In South Korea, where resistance to foreign cigarettes has strong nationalistic overtones, anti-imports leader Kang Moon Kyu told the Hong Kong-based Far Eastern Economic Review that the key issue is protection of tobacco farmers, and "health is secondary."

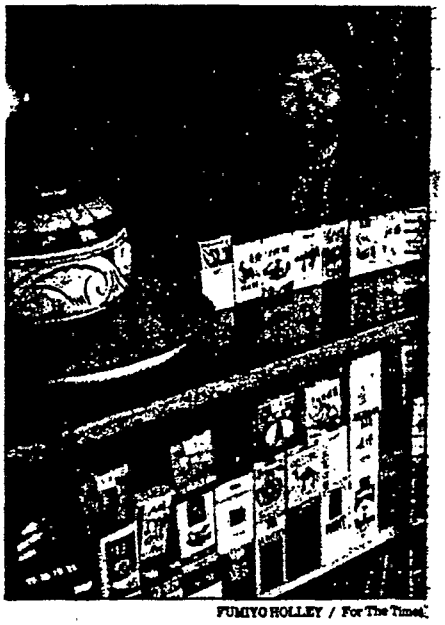
But Kang, too, reached back to the powerful old image. "This is Korea's version of the Opium War," he said.

People like Yen and Kang are finding increasingly vocal allies in the richer developed countries.

Tobacco companies are "marketing death in the Third World," American Cancer Society chief executive William Tipping declared at the April health conference held in Perth, Australia.

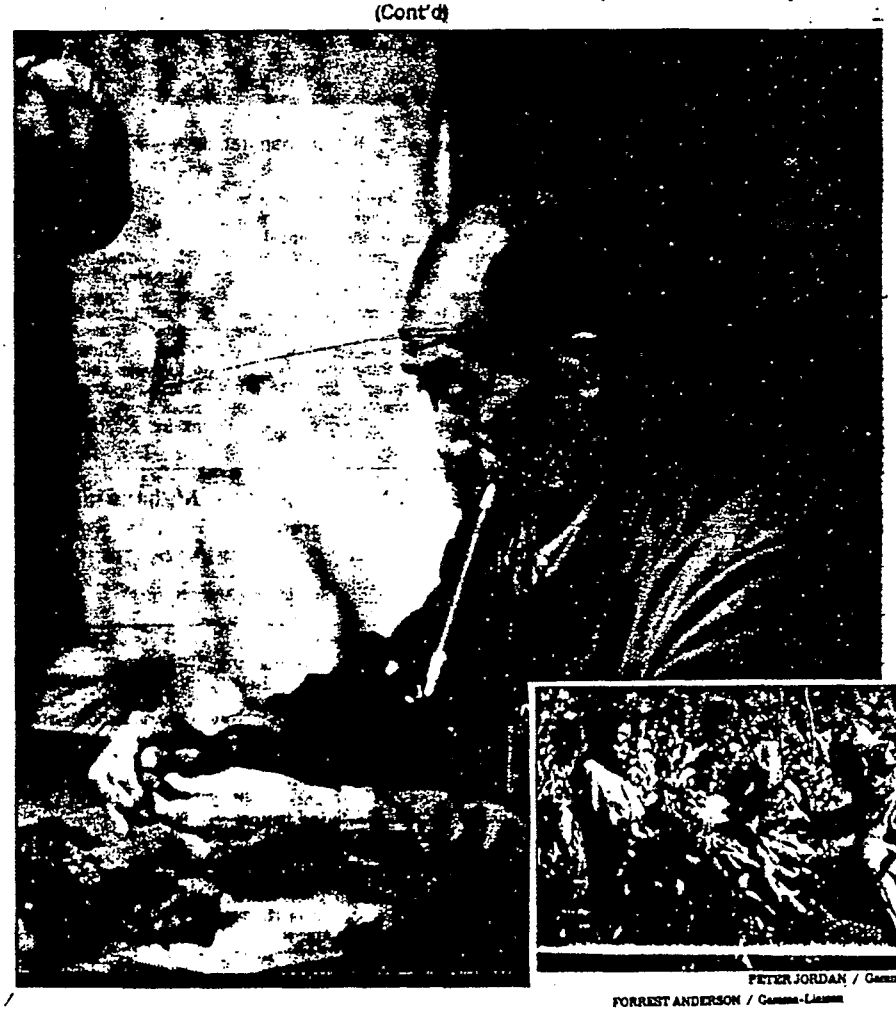
"American corporations are the carriers of an epidemic, and our government has become a willing instrument for the enforced export of that epidemic," Tipping said. "Those of us from America can only

Please see TOBACCO, H6 (Cont'd)



FUMIYO HOLLEY / For The Times

American cigarettes, right, are among the brands found at a shop in the Chinese city of Xian.



PETER JORDAN / Gamma-Liaison

FORREST ANDERSON / Gamma-Liaison

An elderly man puffs away on his pipe while he rolls cigars in China, the world's largest tobacco producer. In Africa, a youngster picks tobacco under the supervision of an armed guard.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

TOBACCO: New Sales For Western Firms

(Cont'd)

Continued from B1

feel ashamed at our Administration's role in undermining world health."

U.S. tobacco exports are booming. American firms shipped nearly $5 billion worth of tobacco products overseas in 1989, according to a study released in April by the Tobacco Merchants Assn. of the United States.

At a health conference in Boston late last month, former U.S. Surgeon General C. Everett Koop called the rise in tobacco exports "a moral outrage."

Koop noted that while smoking in the United States dropped 5% last year, U.S. tobacco exports rose 20%.

"I do not believe the United States will ever again be a good market for tobacco products," Koop said. "The curve is going down and accelerating. But if we feel good because we have beaten the cigarette industry on its own turf, we must realize that we've driven them to scour the rest of the earth for new victims."

The tobacco issue is also heating up in Europe.

London's Sunday Times reported last month that thousands of tons of high-tar tobacco is being exported from European Community countries to developing nations at low, taxpayer-subsidized prices.

Such exports are expected to grow once a new ruling comes into effect at the end of 1992 banning the sale within the European Community of any cigarettes containing more than 15 milligrams of tar, the newspaper reported.

"It is totally unacceptable, and against all ethics, for the European Community to dump high-tar tobacco on the Third World," Roberto Masironi, head of a World Health Organization program on tobacco and health, commented in the Sunday Times report. Keith Ball, a chest surgeon and adviser to the World Health Organization, told the Sunday Times that today's European tobacco exports, much of which go to Africa, will eventually bring sharply increased cancer rates there. "We have lit the fuse," he said. "We're just waiting for the explosion."

Those who focus not on health issues but on tobacco's contribution to exporting countries' balance of payments often take a very different view.

A U.S. tobacco industry lobbying group called COMET (Coalition for Open Markets and Expanded Trade) recently noted that "in the face of the chronic American foreign trade deficit, the U.S. tobacco export industry has steadily increased its foreign trade surplus, ending 1989 with a net surplus of $4.3 billion."

Despite this growing trade surplus, U.S. cigarette exports account for less than 3% of worldwide consumption, according to COMET.

LIGAYA GRITZ / Los Angeles Times

In an April statement on tobacco exports, Dean Kleckner, president of the American Farm Bureau Federation, praised the growth in overseas sales as benefiting American farmers and the U.S. economy. "The success of tobacco has meant thousands of jobs in this country and has provided many farm families a good income."

The Bush Administration says it respects health restrictions that foreign governments place on smoking and cigarette sales, but that when a country allows domestic firms to sell cigarettes, foreign producers should have the same opportunity.

The United States, however, sometimes has attacked other countries' restrictions on cigarette advertising, further angering anti-smoking forces. Tobacco industry officials and Administration policy-makers argue that, because imports have long been shut out, American cigarette makers must advertise in these countries to let people know their products are available.

Anti-smoking activists in developing nations usually view such advertising as anathema.

In Latin America, tobacco advertising "is everywhere, at all times—theaters, opera houses, many sporting events, popular concerts," Carlos Alvarez Herrera, president of the Argentina-based Latin America Coordinating Council on Smoking Control, complained at the recent Boston conference.

Some, however, believe that by introducing a nationalistic element to the tobacco issue, Western firms are provoking developing countries to look more seriously at the question of tobacco and health.

"The Western blitzkrieg . . . seems to have backfired," reported Asiaweek, a Hong Kong-based magazine. "Asian opinion seems to have tipped toward seeing a commercial dispute as an issue of public health."

U.S. Trade Representative Carla Anderson Hills, sticking to the view that this is still a commercial dispute, recently defended the American stance this way: "In a situation in which a foreign government judges it acceptable to sell cigarettes to its citizens, we see no basis for refraining from ensuring equal access for U.S. cigarette manufacturers. The sale of cigarettes is legal in the United States and legal in those markets in which we have challenged their practices."

Sen. Edward M. Kennedy (D-Mass.), speaking at the recent health conference in Boston, ridiculed Hills' stance. "Carla Hills is supposed to be the U.S. trade representative," he declared, "not the U.S. cancer representative."

The General Accounting Office, Congress' own watchdog agency, issued a mid-May report noting that American health and trade policies appear to be in conflict. The report noted that "if Congress believes that health considerations should have primacy," it has the option of enacting laws to bring that about. So far, one such bill has been introduced.

Meanwhile, tobacco companies continue to develop markets even in countries where U.S. pressure is not yet a major issue.

Philip Morris Asia Inc., for example, recently sponsored a Beijing exhibit of its Formula One racing cars. A few days later, sports officials and a Philip Morris representative appeared at a news conference in the Great Hall of the People to announce the Marlboro Dynasty Cup soccer tournament, which will bring together teams from North Korea, South Korea, China and Japan in Beijing this summer.

A reporter at the news conference asked for a response to criticism in the United States and elsewhere that, since cigarettes are not good for health, companies should not try to develop new markets in Asia.

Cathy Leiber, Hong Kong-based marketing coordinator for Philip Morris, replied that Marlboro helps "put sports on the map in countries that otherwise wouldn't have the opportunity to compete at this level."

"In terms of our visibility as a company," she added, "we take great pride in the knowledge that we market a legal product around the world."

Organizations such as the London-based International Tobacco Growers Assn. are also fighting back.

"Evidence from a number of major authoritative studies has emphasized the economic and social importance of tobacco growing for many developing countries," Alan F. Ravenscroft, chairman of the growers association, wrote in an association report on tobacco in the Third World.

"Yet anti-tobacco policies are being designed to reduce and even eliminate the use of tobacco by the year 2000," Ravenscroft continued. "Little allowance appears to have been made for the very significant losses in jobs, foreign-exchange earnings and revenue that would result if these policies were ever implemented. As a consequence of these losses, many developing countries would face serious problems of social instability and economic ruin."

The report estimates that 33 million people engage in tobacco growing worldwide, 90% of them in the developing countries. Including their families, about 100 million people derive their livelihoods from tobacco cultivation, the study says.

The world's leading tobacco grower is China, which produced 2.9 million tons in 1989, about 40% of the world total. This is slightly more than four times the production of the United States, which ranks No. 2.

FUMITO MOLLET / For The Times

Selling cigarettes in Beijing: Philip Morris sponsored an exhibit of race cars.

Market penetration by foreign brands remains at just 1% in China, which still severely restricts cigarette imports.

The tobacco issue in China may ultimately be of greater significance than in any other country. Most Chinese men are heavy smokers: offering cigarettes is an important social ritual, and few people take the risk of cancer very seriously.

The Chinese government has recently given some support to anti-smoking efforts, and the Chinese media are beginning to be aware of the issue.

A recent report by the official New China News Agency quoted World Health Organization figures showing that tobacco-related diseases now take about 2.7 million lives per year worldwide.

"Predictions for the future are grim," it added. "Of all the children alive today in China under 20 years of age, it is estimated that 50 million will die from the effects of tobacco use."

The news agency reported last month that survey results show 37% of high school boys and just 2% of high school girls in China are smokers. The report added, without giving details, that China is drafting laws "to control the dangers of tobacco."

No-smoking signs are beginning to appear in airport departure lounges and on some trains. But they are often disregarded. Virtually no one in China has any concept of personal rights to clean air.

"In America, you cannot smoke anywhere—not at work, not in airplanes, not in restaurants," marveled an elderly Chinese man who recently visited relatives in the United States. "In China, you can smoke everywhere, even if there's a law against it. That's why all the American tobacco companies have started to sell in China. They can make more money here. You can't smoke American cigarettes in America, but you can in China!"

Times staff writers Art Pine in Washington and William R. Long in Rio de Janeiro, and Times researcher Nick Driver in Beijing contributed to this report.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

Reut 06/07 1517 CANADA TO BANK SMOKING ON INTERNATIONAL FLIGHTS

OTTAWA, June 7, Reuter - The Canadian government said it will ban smoking on all international flights.

At present a smoking ban applies to all domestic and North American flights, and international flights of less than six hours.

On flights longer than six hours, Canadian carriers will be required to reduce the number of seats reserved for smokers by 25 pct by June 1. Reductions of the same size will be required in future years to July, 1993, when smoking will be banned outright.

REUTER

Friday, June 8, 1990 ★ Investor's Daily

CEO BRIEFING

THE JAPANESE TOBACCO INDUSTRY has agreed not to advertise cigarettes on television between 9:45 p.m. and 5 a.m. The restriction, which began in April, is significant for U.S. tobacco giants, which owe much of their success in Japan to their TV campaigns, says Business Tokyo (June). As of March, more than 90% of the cigarettes imported into Japan were American-made.

DATE June 6, 1990
TIME 7:30-8:00 PM
STATION WABC-TV(ABC) Channel Seven
LOCATION New York City
PROGRAM Entertainment Tonight

Leeza Gibbons, co-host:

Cigarette companies have paid big bucks to have their brands featured in movies, and stars like Meryl Streep will smoke if it's critical to a role, but they don't have to like it.

Meryl Streep (Actress): I think it stinks.

Gibbons: Now anti-smoking groups want all cigarettes banned from the movies. Moviemakers caught between pro and anti-smokers--our Inside Story. That's tomorrow on Entertainment Tonight.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

JUN 8 1990

USA TODAY • FRIDAY, JUNE 8, 1990 •

U.S. Distribution Journal • June 1990

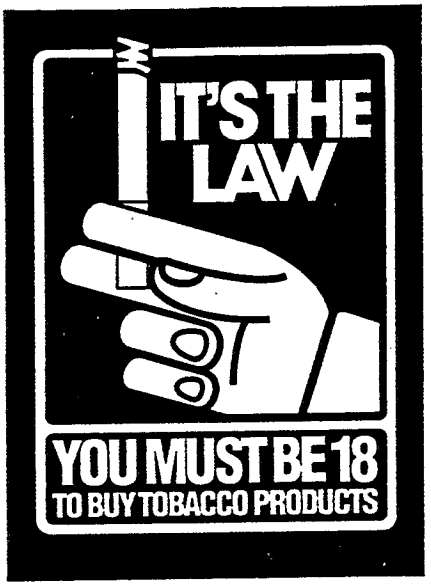
ACROSS THE USA:

LOUISIANA

BATON ROUGE — State's high cancer rate is caused by diet, smoking, drinking, lifestyle, work exposure to carcinogens — not pollution — said head of Dept. of Health and Hospitals. Cited: 2% of cancer cases are caused by pollution. ...

VIRGINIA

NORFOLK — 5,000 volunteers are expected to hit Hampton Roads beaches Saturday for Clean the Bay Day. 2,000 volunteers picked up 30 tons of trash in '89; 7,144 of 98,000 pieces of trash were cigarette butts. ...



NACS effort taps minors

The National Association of Convenience Stores has unveiled a program to prevent the sale of tobacco products to minors. "It's the Law: A Responsible Tobacco Retailing Program" incorporates in-store signage, decals, buttons, an employee certification brochure, and other literature to communicate the legal sale message to c-store employees and customers. Point-of-sale material will begin appearing in participating retail locations this month. Laws in 44 states regulate the legal sale age for tobacco products and place penalties on retail establishments for non-compliance, and legislation before Congress would provide incentives to states that step-up tobacco law enforcement. The tobacco industry lent its support to the program and Philip Morris USA assisted in the design and format of the program materials.

INSIGHT / MAY 28, 1990

LAW
BRIEFING

Four Inmates Filing for Smoke-Free Jails

With more emphasis on prosecuting white-collar criminals, the behind bars life-style may have to change to accommodate their sensibilities. In Florida, four white-collar inmates — a doctor, two lawyers and a cable TV subcontractor — complain that the county jails where they were held before sentencing had no nonsmoking section, and they have filed a $1.4 million federal lawsuit contending that exposure to smoke is "cruel and unusual punishment."

According to Scott Sullivan, a physician serving five years at the Lawtey Correctional Institution in northern Florida for forging prescriptions, all 41 prisons in the state system have set aside smoke-free cells in response to the suit, but the state's county jails have so far refused to accommodate nonsmoking inmates. "The air is blue with smoke" in the jails, says Sullivan.

Health

Gannett Westchester Newspapers/Tuesday, June 5, 1990

Hot dog! It's better for you

Gannett News Service

Hot dogs may shed their unhealthy stigma and nearly half their calories now that researchers at Texas A&M University have found a way to lower their fat content. Researchers replaced pork fat with sunflower oil and water, lowering the fat content of a hot dog by 15 percent, according to May's Journal of Food Science. Researchers said they also increased by 50 percent the proportion of monounsaturated fat, which has been shown as a possible benefit in decreasing the risk of heart disease. Taste panels said the test wieners had flavor and juiciness similar to traditional franks.

Chew tobacco? Watch cholesterol

Gannett News Service

That pinch between the cheek and gum not only could raise your risk of mouth cancer, but also can boost your cholesterol level, a major risk factor for heart disease, according to a Brigham Young University study. The study in May's American Journal of Public Health shows that compared with non-smokers, chewing-tobacco users had 2 ½ times the rate of high blood-cholesterol levels; heavy smokers were only twice as likely to have high cholesterol levels as non-smokers, the study said. Use of smokeless tobacco has increased substantially in the past 15 years.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

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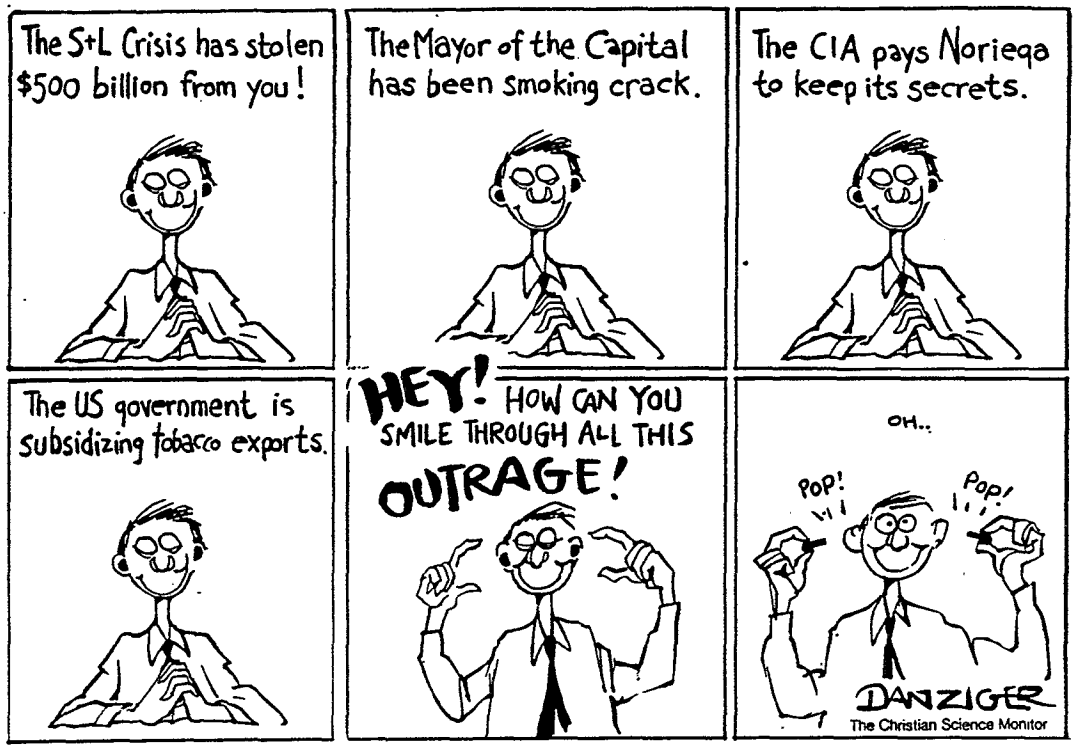
THE CHRISTIAN SCIENCE MONITOR Wednesday, June 6, 1990



THE NEW YORK TIMES **METROPOLITAN** FRIDAY, JUNE 8, 1990

A Cuomo Away, but Not Far, From Albany

By ELIZABETH KOLBERT
Special to The New York Times

ALBANY, June 7 — At 24, Andrew M. Cuomo ran his father's first successful campaign for governor. At 25, he moved into an office in the Capitol and joined the ruling elite of state government. He spent his days, and many of his nights, with a telephone in one hand and a cigarette in the other, plunging from one political conflict to the next.

Now at 32, Mr. Cuomo is building housing for the homeless. His office at the headquarters of HELP, the nonprofit corporation that is his brainchild, is cramped and out of the way. His days are occupied by the problems of people who have no power and no prospect of gaining any.

But despite his career shift, Mr. Cuomo has not changed much since the days when he was the enfant terrible of the political world. He has not loosened his grip on the telephone or on the pack of Parliaments that lies next to it. If becoming an advocate for the homeless means becoming a critic of state government, he has not done that, either. And behind the scenes at least, he has not given up his role in state politics.

It's hard to keep a low profile when you're marrying a Kennedy.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrbl0000

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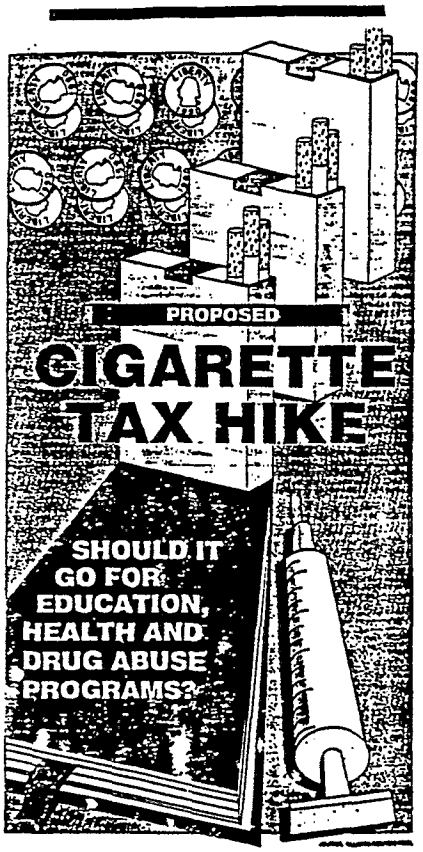
THE FLINT JOURNAL • SUNDAY, MAY 13, 1990

ISSUES & ANSWERS – readers reply

Most respondents vehemently oppose cigarette tax hike

THERE was an overwhelming response to the latest question in The Journal's ongoing public affairs series, Issues and Answers. We asked readers if they approve of state Rep. Perry Bullard's proposal to double the state tax on cigarettes to 50 cents per pack. Additional money collected through the new tax would be used to boost state aid to higher education, anti-dropout programs, health care, and drug abuse prevention and treatment programs. Respondents to this unscientific poll opposed Bullard's plan by a vote of 71-18. In addition, Mike Miller of Swartz Creek, armed with one of our reader response coupons, organized a sign-up sheet against the proposal. In a span of two hours during a recent trade show, he collected the signatures of 88 more people from throughout Michigan who oppose Bullard's plan. Here is a sampling of responses:

VIEWPOINT



● Absolutely NO, NO, NO NO! I am tired of all the "no smoking" signs, making me a second-class citizen. I'm tired of being picked on for "taxes." Why not impose a special tax on all fattening foods to help these obese people QUIT ... and put up some "no eating" signs. Taxes that benefit EVERYONE should be PAID by EVERYONE. — JOANN G. LINES, Davison

● Yes. If the people who smoke contaminate our air, litter our public waiting rooms, rest areas, beaches, parks, roads, and sidewalks with their dirty cigarette stubs and empty cigarette packs, let them pay to clean up their stinking mess. A $1-per pack increase would be even better.
— EVELYN R. GILLETTE, Burton

● No new tax. The money is there; old, dead programs have to go. We have to tighten our budget — or belts. Our whole system has gotten out of hand. We are a give-away nation and our people at home suffer. I do not smoke; I stopped 28 years ago.
— STEVE KACSOR, Owosso

● I favor doubling the tax, but to be fair, the additional money should go to programs aimed at solving the problems of smoking. These might include more health testing of smokers to catch lung cancer at a treatable stage and increased funding for education so our young people never get involved with smoking. Another possibility would be withdrawal programs for smokers wanting to quit.
— DALE F. WOLFGRAM, Elba Twp.

● To think Mr. Bullard feels he can balance the budget and pay for community programs on the shoulders of smokers is just plain ludicrous. Let's remember, tobacco is a legal product and when used moderately, is no more harmful than breathing the air in corporate/chemical valleys across this great country. Years ago, lotto revenue was the answer. What ever happened to that money? I am a non-smoker, but consider myself no better than the millions of smokers in this country.
— MIKE N. MILLER, Swartz Creek

● Yes. As added incentive to those of us to QUIT our filthy habit, we should help to pay for non-smokers health care if they don't have insurance. I wish I could quit — again — to live longer; and wish my significant other would quit so we'll have more time to live together.
— CAROL HOFFMAN, Lapeer

● As a smoker, I object to being singled out by Rep. Bullard. I pay state taxes, federal taxes, property taxes, gas tax, sales tax, am a law abiding citizen and have served my community well. If this is a democracy, the taxes should be shared by all, not paid by one certain group. Maybe they should pick on blondes, or the people with brown eyes. What happens if all the smokers quit?
— JOANNE WHALEN, Grand Blanc

● Yes — not just cigarettes, but all tobacco products and alcoholic beverages, too.
— ALBERT L. POLLOCK, Fenton

● Put a tax on higher wage earners like Rep. Perry Bullard who can better afford to be taxed for his education. Let him pay for higher education since he obviously benefited from it.
— PHILIP A. FOX, Lennon

● Yes. If we as a society can make the tobacco industries stop getting our people addicted to this terrible killer, we can also get the addict to pay more for their drug. The tobacco industries should be forced to pay for the medical expenses they cause.
— ANN BROWN, Flint

● No. But if you are going to increase taxes on cigarettes, double them on alcohol and start taxing sedating drugs like valium. We could even tax the stimulant drugs such as diet pills. At best, a cigarette tax will be temporary because we are slowly becoming a nation of non-smokers. If you want a tax that will continue to bring in big bucks, tax the booze and drugs. — W. KEITH PRIEBE, Burton

● No! If the money being put into these programs were given back to the schools I would be all for it. But the "state" has taken 14% from our schools. Let me see them put back what they have taken and not leave it up to the schools to vote millages and up to the taxpayer to put it back.
— DARLA STRYE, Flint

● Yes. Maybe I won't have to go through the heart-breaking scenes I have in the past. My father smoked three packs of Camels per day and he died young, eaten by cancer. My sister-in-law in her late 30s asked me to bring her two daughters to see her in the hospital, she was in intensive care, one lung taken by cancer, the other one nearly gone. With tears in her eyes, she asked them to stop smoking. One did stop, the other did not. Her

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cough at Christmas was terrible. She finally went to a hypnotist and has been cured. So please, everyone who has the habit, ask God to help you quit before it's too late.
— VIBERTA ROBERTS, Grand Blanc

● Do I favor this "goofball's" proposal? Are you kidding? No way! If this proposal was approved, you can be sure that the tax money wouldn't go for all those programs but rather right into the greedy hands of our politicians who love to take vacations on our money! The same can be said about the lottery money.
— MARY MURPHY, Flint

● I do not favor a higher cigarette tax. If they want more tax money put, it on soft drinks and liquor. Perry Bullard should have to live on $8,000 a year and try to pay all his bills.
— CLEON REED, Argentine

● I am 64. I wish I had not started smoking but I have for 46 years. I could not pay the higher tax and yet I cannot stop at this stage of my life. Why pick on me in my later years?
— MARIE McALINDEN, Swartz Crk.

● No! Before I would be in favor of any new taxes "supposedly" aimed toward benefiting education, health care, etc., I would like to see evidence to show me where the monies from our state lotteries are going. Higher education? Perhaps we should concentrate on basic education — such as reading — in lower grades. Health care? I work full-time for a subsidiary of G.M. with no health care and can't get any help anywhere! So who would it benefit? Me? People like me? I think not! — BETTY J. GARCIA, Burton

● Yes, I think this would make it easier to quit smoking! They need more money in health care to take care of the smokers in bad health and other problems caused by smoking. But as for the other parts of the proposal, no! Higher education and dropouts have nothing to do with smoking!
— THOMAS KUZMA, Thetford Twp.

● How about a program in which each lawmaker is charged a set fee per proposal made? We could DOUBLE the fee if the proposal is accepted, TRIPLE the fee if it passes the house, QUADRUPLE the fee if it passes through congress, etc. That plan should generate a lot of money. And the lawmakers can probably afford it much easier than we average income smokers can afford ANOTHER tax increase on cigarettes. — SUE DuBOIS, Davison

● Why don't these do-gooders use some of their own money since they vote themselves their own raises. — TED JANKOWSKI, Swartz Creek

● No. Smoking is one of the last pleasures many poor people can still afford. Use some of the profits from the state lotto to help finance these programs. The bottom line is that the poor are not being treated fairly. — FRED FORSYTH, Mt. Morris

● Making a pack of cigarettes $2 is crazy. What are they going to ask for next? Perry Bullard and all the others should write the lotto and ask them for the additional monies — HELEN CLARK, Flushing

● No. All they can think of is to tax people. Then what do they with it? Why should one group of people be the scapegoats? It isn't fair, but who in government is fair? By the way, I do not smoke and never have. — ETHELDA RANDALL, Flushing

● Yes, however this would only partly offset the substantial increased expenses non-smokers must pay to live in this society that has 50 million nicotine addicts; $2 or $3 a pack would be more realistic. In addition, why don't we try to stop the enslavement of 3,000 children daily by the tobacco industry. A big step in this direction would be a law to eliminate tobacco vending machines where they are accessible to minors. Also complaints can be filed against merchants who sell death to children. Maybe they will be more careful about who they sell tobacco products to. — HAROLD HENDRIKSEN, Fenton

● This unfair tax is a kick in the face for senior citizens, the disabled and limited income folks who's only release from frustration is smoking? Why would Rep. Bullard elect to ignore these folks and burden them further! How about taxing the non-smokers as well? After all, this is for their benefit, also. Further, put a special tax on all illegal drugs sold or used, making fines and jail terms higher and pressure the ones that need to be pressured.
— C.H. SPRAGUE, Flint

● No! For a person who advocates legalizing marijuana, Bullard's cigarette tax is par for the course. Why not go all the way: add 50 cents to every cholesterol saturated hamburger, hot dog, chicken sandwich and french fry plus 10 cents per cup on drinks served in styrofoam cups. Top it all off by officially cutting back to a part-time legislature who receive only part-time pay. Throw all of this money together and it should solve Bullard's problems. — JACK GAMBINA, Flint

● No. Poor people already pay more taxes than the wealthy. Tax fur coats, luxury cars that cost $30,000 and up, boats, diamonds, imported liquor. There is no absolute proof that smoking causes cancer. Most adults need a crutch and smoking is a lesser evil than alcohol, cocaine or misuse of prescription drugs. — CLEMENTINE A. BAILEY, Flint

● Politicians know further taxation will not get a receptive audience among voters. Ah, but the money would be so lovely. Where could they get it without angering all of the people? From a currently unpopular group, those who smoke. "Great idea! Let's double the tax on them, make them pay! That way we can get a nice chunk of money and appear virtuous at the same time!" Uh huh. Do you really believe this doubled tax money would find its way into the general fund? And are only smokers responsible for the various social problems such a tax would theoretically aid? You know the answers.
— JEANNE B. MORRIS, Flushing

● Yes! And ban smoking in all public places.
— *CHARLOTTE MATHIS, Vienna Township*

● No. Taxes should either be punitive to reduce use of tobacco or revenue-raising for the public good. This sounds like neither or both. Just because nicotine addicts are slobs doesn't mean we should take advantage of them. Besides, we have enough boot-legging already. This tax would cost more in law enforcement than it raises in revenue.
— JOHN R. SCHULTZ, Flint

● If we are going to be selective about this taxation, let's tax the Democratic State Representatives only. Fair is fair, and, no, I do not smoke.
— EVELYN LaBRANCHE, Flint Township

● Absolutely not! We left England over 200 years ago to get away from taxation without representation! — EUGENE C. MILLER, Flint

● No. We know they are a hazard to our health, but so is most food we eat and even lighting a candle in church. This is America and we should be allowed to make our own choices, right or wrong.
— TODD & BETTY HANDELAND, Mt. Morris

● Michigan already has one of the highest taxes on cigarettes. This is unfair. If lottery money went for what it was supposed to, maybe they wouldn't be trying to tax everyone to death.
— MARIE SWINNEY, Burton

● Until we can guarantee accountability for the taxes we already pay, I say, "No way."
— VALERIE HATMAKER, Mt. Morris Township

● Absolutely not! This proposal stinks of discrimination. The Legislature hasn't been able to come up with adequate means to find these programs so they wish to single out a somewhat unpopular segment of the population. These are important programs. Let everyone pay their share.
— KATHLEEN RAMILLER, Mt. Morris

● I whole-heartedly support the proposal. Hopefully, it will help the younger smokers to quit and young non-smokers not to start. The tax would also give veteran smokers a chance to see if the added tax would be worth paying for a habit that ruins their health. The extra money can be well-used to promote health care and drug abuse programs.
— SARA BYERS, Flint

● Yes. Include cigar, pipe and chewing tobacco, too. Smokers should be expected to pay for polluting the air we all have to breathe and for their self-inflicted health problems created by smoking. All taxes collected can be used to form and finance a state health care insurance program for those residents who have no benefits provided by the government or employers.
— MARGARET KOZLOWSKI, Genesee Township

● No. They are just picking on smokers and taking an easier way out. What about raising the price of alcohol? This whole thing about non-smoking places is ridiculous, also. If they work on drugs users and sellers as hard as they do on people who smoke, they might get somewhere!
— MICHELLE JOHNSON, Genesee Township

● Tax something else, such as 300 percent on all tickets to sporting events. Also tax all political contributions — to be used for school funding only.
— ALEX WALOSONOWICH, Burton

● Why is it that new taxes have to come from booze, tobacco and gasoline? Why not double the tax on autos over $30,000? Tax items everyone uses instead of loading tax increases on the 25 to 30 percent of people who smoke or drink. Bullard and his kind better wake up and look at census reports. We are going to lose 2 U.S. Congress seats. There are reasons people are leaving Michigan and this is one of them. — ROBERT McLEAN, Mt. Morris

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● I do not think this will stop smokers from smoking. Current taxes could take care of all the above problems and then some. I do not smoke myself. — VELMA McKENZIE, Flint

● Whether you smoke or not, it isn't just the smokers problem, it's everyone's problem. Why not raise the sales tax a little? Then more people will have to pay.
— HELEN PATTERSON, Genesee Township

● This is another way to rip off the public. Let those phonies in Lansing give back some of their outrageous salaries they do not deserve for their part-time work. Also, tobacco producing states should tax the hell right out of anything produced in Michigan and boycott anything coming to their states from Michigan. — CHARLES CARTER, Flint

● I am very much in favor of increasing the cigarette tax as I am aware of this risk that a person takes in smoking. Today we talk about pollution. Just look at our city streets and parking lots littered with cigarettes. I do not like to breath second-hand smoke. — JAMES W. COMPTON, Burton

● Absolutely not and I do not smoke. It is another add-on tax. We have had too many of them in the last two years with no improvement in services shown. Where is the tax money spent?
— WALTER DAVIS, Swartz Creek

● I am definitely for any measure that helps curb the use of tobacco, especially now that my father, a cigarette smoker, has just had his larynx and throat glands removed because they were cancerous. To actually see people who will never be able to talk without the aid of artificial devices makes me wonder why tobacco companies are even allowed to exist. If young people could witness what my father is going through, I am sure they would never touch a cigarette. — RICHARD E. HOLSTAD, Flushing

● Yes. Smoking related illnesses cost this country billions of dollars each year in health care costs. Much of it is funded by the public in Medicare and Medicaid payments. This tax increase would help shift the cost from the non-smoking public to the smokers. — TIM & ANGIE BUDA, Gaines

● This is a violation against freedom of choice. In some cities you can burn the flag at city hall, but you can't light a cigarette. How stupid. Thirty years ago when the tax was raised here, main roads leading in from Indiana had shacks selling cheap cigarettes. Some lawmakers are getting too big for their pants. Its time to give 'em the boot.
— HARRY JEDREZEJAS, Clayton Township

● I don't smoke, but I think its time they left that tax alone. They have been beating the little guys long enough. They are already appropriating money through other taxes for just what he is proposing, so why don't we let the smokers have their cigarettes and let them die.
— PAT NELSON
Burton

● This is one time I'll take a shot at a Democrat! We don't need any new taxes! This is first class-discrimination if I've ever seen it. Make do with the taxes you already collect and manage it properly! Raise any tax and you commit political suicide!
— R. LEE ARNOLD
Linden

● I don't smoke cigarettes. All these reasons to raise the cigarette tax are good, but just because our politicians are unable to manage the millions of dollars paid in taxes is not a good reason to put the burden on people with a smoking habit. There's already enough money for these programs and others. We just need to find the right people to manage that money. Its doubtful Rep. Bullard is one of them.
— JOHN REGIMBAL
Flint

● This should have become law years ago. More people would still be alive today or in much better health. I might have stopped smoking much sooner if such a tax had been in place.
— JAMES H. HANKS
Burton

● This unfair taxation would hit the worst on poor people who can least afford it and may have children to support. Smoking may be the only pleasure they see in life. Let the politicians in Lansing suggest a cut in their pay to show that their heart is in it and get off the backs of smokers.
— WALTER J. TKACZYK
Genesee Township

● No! Why should the smoker pay for all social ills. Leave the smoker alone. If they want more for schools, charge school tax by the number of children in each household.
— PAT MAYNARD
Flushing

● No! Bias against smokers is going too far.
— JANET L. HERRING
Grand Blanc

● No. It's everyone's freedom of choice and they should not be penalized for it.
— WILLIAM P. HUSZA
Flint

● As a smoker, I think it's time we yell discrimination! And as far as this money going for education, this comment makes me nauseous. It's like the lotto money. Where did that go? We lose a little more freedom every day in this once-free country.
— JANET E. JONES
Grand Blanc

● No. Raise the taxes on beer and liquor. It's not the cigarette smokers who need these programs. When a smoker gets behind the wheel of a car, we don't cause the accidents that kill people, the drunks do. Raise their taxes, not ours!
— GAYLE HOOVER
Mt. Morris

● No. Taxes of this kind are not fair. All persons should share in taxes for education with something like a tax increase on sales as voted down last fall. But before a new vote, more insight should be given for a true application of spreading the monies to districts that are in dire need. Reducing the property tax should be high on this agenda. Also important is reducing bureaucrats in Lansing and changing back to a part-time Legislature.
— NORMAN E. ANDRESS, Otisville

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